

WHAT IS CLAIMED IS:

- 1                    1.     A method for providing streaming multimedia advertisements  
2 comprising:  
3                    opening a browser window;  
4                    building a frame set in said browser window, said frame set comprising a  
5 media player and a data frame;  
6                    constructing a directory, and thereafter searching said directory for files  
7 defining the parameters of said frame set;  
8                    requesting a playlist, said playlist comprising advertisement and/or media  
9 content;  
10                   receiving said playlist at said media player; and  
11                   connecting to at least one media server to play said advertisement and/or  
12 said media content from said playlist on said media player.
- 1                    2.     The method of claim 1, further comprising providing HTML in  
2 said data frame, said HTML is related to the media content and/or advertisement playing  
3 on said media player.
- 1                    3.     The method of claim 1, further comprising providing HTML that is  
2 coupled to said advertisement and/or media content playing on said media player.
- 1                    4.     The method of claim 1, further comprising logging the play of any  
2 advertisement on a server.
- 1                    5.     The method of claim 1, further comprising:  
2                    embedding a script command that references a URL having HTML  
3 corresponding to said advertisement and/or said media content to be displayed in said  
4 data window;  
5                    matching HTML with said advertisement and/or said media content; and  
6                    logging the viewing of said advertisement using said script command.